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**ABSTRACT OF THE DISCLOSURE**

The present invention relates to a system and method that tracks, compiles and stores satellite television user navigational information. The invention enables advertisers of products or services on satellite television channels to receive compiled television viewer navigational information such as the time of day, the amount of time a user spends viewing a particular advertisement, or "scene" and the location of the viewer. The present invention includes a series of downloadable computer-readable instructions that enable navigational tracking stored at a satellite user's IRD (35). Information regarding the user's viewing habits may be temporarily stored in RAM, and its contents flushed to non-volatile memory at predetermined intervals. Periodically, the navigational log information can then be transmitted to a remote site (55), where it can be processed and converted to statistical records to provide valuable marketing information for the provider.